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62.07

Fall 1953

RUSSWARD
Saintpaulia Growers

MAIL ORDER ONLY

JONESBORO, ARKANSAS

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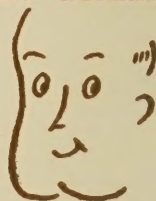
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PRICE LIST

Fall, 1953

Mail Order Only

Shipping Information—All plants are 2¼ size. We ship in paper pots to minimize set-back in transit. Our list price includes the cost of packing and mailing. No extra charges to add. ALL PLANTS ARE UNCONDITIONALLY GUARANTEED TO ARRIVE IN GOOD CONDITION, INSECT - FREE, AND TRUE TO VARIETY NAME. Satisfied customers are our best advertisement. If something is wrong with your order, please let us hear from you as soon as possible and a cheerful adjustment will be made. If cold weather in your vicinity makes it impossible for us to ship your order immediately, you will be notified by mail. Growing instructions with each order.



Substitutions—Filling your order, particularly late in the season when stocks are running low, can be a speedier and more satisfactory process if you suggest substitutions. If you are taking advantage of the Collector's Discount, it is especially desirable for you to do this, since to refund on one or two plants would make you ineligible for the 10% or 20% discount.

Apollo (Fischers) — Blooms are more semi-double, with small rosette of shorter petals in the center, like a peony blossom. Free-blooming, long-lasting flowers of lovely light blue shade. Foliage light green. Nice habit _____ **\$1.50**

Azure Beauty—Beautiful double white with blue markings. Unquestionably one of the loveliest among the African Violets on the market today. Foliage slick, semi-quilted, slightly tapered....**\$1.00**

Bess Stuck—Lovely sport of Blue Butterfly. Medium green graceful foliage shows off pale blue blossom with distinctive white freckle. Unusual and beautiful _____ **\$1.25**

Betty Princess—Dark pointed foliage. Unusual magnolia white bloom with two top petals washed in pastel blue. Good, husky variety _____ **\$1.00**

Blue Delight—Large white blossom shading to blue at the edge. Smooth brilliant green foliage _____ **\$0.75**

Blue Heiress—This is one of the new ones. A DuPont "girl" type. Deep scalloping on the gorgeous heavy leaves. Giant-sized flowers that stay on for days and days and days. Color is a brilliant intense blue _____ **\$1.50**

Blue Moon—One of the lovelier medium blues rapidly gaining in popularity. Roundish, ripply medium green foliage with large flowers of strong

blue color. Beautiful habit, dependable grower
----- \$1.25

Bolero (Fischers)—One of Fischers improved strain of fringed varieties. This one is the dark blue version. Velvety and regal-looking, medium green foliage ripples as do the flowers ----- \$1.25

Brussels Sprouts (Fischers)—Has been compared to a parrot tulip. Double petals are deeply fringed, seldom fully open, dark blue color. Has deeply dentate foliage of dark green ----- \$1.75

California Dark Plum—This is a variety of great merit. Color is rich and fine. Foliage is dark green, pointed ovate. Mature plants measure up to twenty inches across. Makes a magnificent show plant ----- \$1.50

Carmen—One of the best reds. Light green foliage of graceful, wavy habit shows off claret-red flowers to perfection. Profuse and easy to grow
----- \$1.25

Dark Blue Double Fringette—The popular dark blue Fringette in a double version. Truly lovely
----- \$1.00

Double Delight—This is for those who have trouble with doubles. Large opulent pale blue double bloom big as a half dollar, opens fully. Profuse. Rather heart-shaped medium green foliage. A rewarding variety to grow ----- \$1.00

Double Neptune—Popular dark double. Yummy red-purple shade. Opens big and lush. Sleek dark Neptune foliage tends to spoon. Grow in good light to maintain plum-tinged leaf reverse
----- \$0.75

Double Orchid Girl—The popular Orchid Girl with a double flower. Cute and fluffy ----- \$1.00

Double Orchid Neptune—Exactly the same plant as Double Neptune except for the color of the flower, which is wine-red rather than the purple of Double Neptune. The dark green foliage with the red reverse makes this a lovely plant ----- \$0.75

Double Rose—Double white edged with rose. A soft, Victorian-looking variety. Medium green, semiquilted foliage. Generous bloomer ----- \$1.50

Double Sailor Delight—Same as Double Sailor Girl. Pale blue double flower. One of the loveliest of the doubles. Very dark foliage ----- \$0.75

Double Sea Girl—Sister to Double Sailor Girl. Much darker blue. Fine multiple-crown plants of this ----- \$0.75

Evening Sunset—This is hard to describe. Definitely an Amazon type, round thick leaves with red reverse. Flower is a frosty lavender color. Petal reverse much paler than color tone of flower. Unusual and different. A real addition to you collection ----- \$1.50

Fantasy—Pale lavender-pink flowers shot with purple. Neat, tailored foliage. Ovate, slightly pointed leaves of excellent habit. A very rewarding variety—beauty with rapid, easy growth...\$1.00

Friiled Blue Delight—If you see this someplace, you'll HAVE to have it. Absolutely. It rightly belongs with the Fringette group. Large white flower with blue border, like Blue Delight, except that the edge of the petal is beautifully frilled. The foliage furls and crinkles in a most beautiful manner. Handsome as all get-out \$1.25

Fringette Dark Blue—Exquisite purple velvet flowers with edges of petals frilled and crimped. Edges of leaves dentate and furled to give the whole plant a strictly "new look" \$0.75

Fringette Light Blue—Both flowers and leaves have the characteristic Fringette crimped edges. A lovely plant \$0.75

Fringette Red—Very unusual shade of blue-red. Crimping, of course, as in all the Fringette series \$0.75

Gorgeous—This favorite of a few years back is still holding its' own. Rich green spooned foliage, pointed, slick. Flowers two-tone burgundy red. There's nothing prettier than a well-grown mature plant of this variety, with perfectly symmetrical leaf pattern and big lush blossoms peeping up at you \$1.00

Geneva Rainbow—Rich plum colored flower bordered with white at the edge of the petal. This is the "red" version of the popular dark blue Lady Geneva \$1.25

Grand Award (Fischers)—This variety keeps good company. Among the very best for sheer size of gorgeous royal blue double blossoms. Profuse flowering, holds blooms forever before they fall off \$1.75

Holbrook Blue—For vitality, profusion of bloom (good big ones, too) and general hardiness, we haven't seen the like of this variety in a long time. It makes a handsome plant. The foliage is medium green and cups slightly, ovate with pointed tip. Medium blue flower \$0.75

Holly—(Ferne Kellar) Violet enthusiasts claim that this variety has caused riots and other assorted mayhem. Could be. It's pretty enough. Dark, dark green leaves very pointed, very dentate, very ruffled. Reverse of leaf is plum red. Graceful pale blue flower has slender petals and tends toward "flower-basket" habit. You can't go wrong on this one \$1.75

Innocense—Olive green foliage, red reverse. Leaves roundish, semi-quilted. This is a magnolia white—a waxen, creamy color that in some lights displays a pinkish tinge but in bright light looks milky white \$1.25

JONESBORO, ARKANSAS

Date_____

Ship To_____

Street or R. F. D. _____

Town and State_____

Amount Enclosed \$_____

If this order is being sent as a gift, please write your own name and address below since we would like to notify you of shipment.
Gift Wrapping On Request.

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Orders of Less Than \$2.00 Respectfully Declined.

Collector's Discount: If your order totals \$10.00 or more, deduct 10%. If your order totals \$20.00 or more deduct 20%.

ARKANSAS CUSTOMERS: ADD 2% SALES TAX

Cut Along Line

Lacy Girl—Heavy supreme-girl dentate leaves set off the enormous flowers of darkest velvety purple, edges of petals crimped and fluted \$1.00

Lady Loretta—This has been a sell-out every time we've listed it. It's a super-Blue Girl, but has none of the coarseness of the Amazon or Supreme strains. Foliage grows to immense proportions. Bloom is unusually profuse. Dark blue.....\$1.00

McFarland Blue Warrior—Deep, deep green leaves, plum-colored underneath. Brilliant medium-blue flowers. Makes a monster of a plant. Huge!....\$1.00

Mauve—This is a natural for those who like the tailored, symmetrical habit of leaf-growth. Leaves are ovate, slightly quilted. Flower is an iridescent red-mauve \$1.00

Mentor Boy—It has been stated by those who should know, that more Mentor Boys win prizes in African Violet shows than any other variety. They make sturdy plants of impressive size, they are profuse bloomers with flowers of fine size and magnificent rich purple coloring. I doubt if any variety in the past five years has enjoyed the grass-roots popularity of this one \$0.75

Minuet (Fischers)—This is the pale mauve of the improved Fringette strain. Dainty as a Degas painting \$1.50

Opal Girl—It's hard to tell you what color this variety is. Sometimes it looks creamy white, sometimes it looks pink, sometimes it look blue-lavender—very pale. Depends on the light on it. Flowers cup rather than opening up flat. They are borne well above the girl-type foliage. Note for those short of space: this does not grow to enormous size. Maximum spread about 12 inches \$1.00

Painted Girl—Pure white blossoms bordered with claret-red. Really a startler. Medium green girl foliage \$0.75

Pink Cheer—This is a deep, true pink. Strong grower. Ovate dentate leaves tend to trough. Awfully popular (Ready Sept. 15) \$1.75

Pink Delight—Exquisite iridescent camelia pink against dark, bronzy foliage, red-veined. Leaf reverse flushed deep plum color in mature plants. Definitely lovely \$0.75

Pink Luster—Lots and lots of rather small shell-pink flowers per flower stalk. Darker pink center. Flowers make up in profusion what they lack in size. Rather dark ovate leaves, red-veined (Ready Sept. 15) \$1.75

Pink Sheen—Reminiscent of the old DuPont Silver Pink. Lovely iridescent pastel shade. Slightly quilted foliage, pointed, medium green \$1.25

Polonaise (Fischers)—This is the light blue version of the improved Fringette strain. Very frilly petals and foliage \$1.50

Portland Rose—At the risk of sounding corny, this must be seen to be appreciated. I couldn't tell you what color it is exactly, but your eyes will pop, be assured. It's kind of an irridescent shocking pink. Pale green leaves, slightly heart-shaped, slightly dentate. Nice rosette habit. Limited supply. Ready Sept. 15 \$2.00

Purity—Snow white double. Medium green ovate foliage, large long-lasting flowers make this an unusually showy plant (Ready Sept. 15) \$1.00

Purple Girl—One of the early varieties still enjoying enormous popularity. Deep blue-purple flowers, scalloped girl foliage \$0.50

Ruffled Queen—Imagine a red Lacy Girl with a white border, exceptionally fluted. Recall the fine heavy dentate foliage and the immense size, and you have Ruffled Queen \$1.75

Rose Lady—Lovely companion to Painted Girl. Same flower marking—sugar white with wine. Has ovate, semi-quilted leaves which furl slightly with maturity \$1.00

Rose Marie—A true rose color. Foliage very dark. This is a near-supreme type. Makes a big husky plant somewhat on the order of the DuPonts. Round, semi-quilted leaves \$0.75

Sailor Girl—Pale blue girl type. Lovely pastel shade, large flowers, prolific bloomer. Rich green scalloped foliage \$0.75

Sherry Girl—An import from California. Pale blue girl type miniature habit. The leaves grow up and over in a fountain effect rather than flat. \$1.00

Sir Lancelot—"The Knight of the bi-colors". Rich depth of color, heavily waxed foliage is bright green of good texture. Vigorous grower. Petal tips are wine velvet shading in to red-lavender. Ready Sept. 15 \$1.50

Snow Girl—Pure white single flower against intense medium green girl foliage, deeply scalloped \$0.50

Snow Prince—The grand-daddy of the whites. Outdoes all existing whites for sheer size, both of mature plant and of flowers. Flowers have rounded petals like the old Neptune \$1.00

Star Sapphire—Flower doesn't have the usual "violet" shape at all. Perfect five-pointed star. Medium green ovate leaves, intense sapphire blue flower \$1.00

Tinted Girl—Large white girl very faintly touched with red-lavender. Rounded girl foliage. (Ready Sept. 15) \$1.00

Thirty Two—Grows to enormous size. Very slick ovate, pointed leaves. Uniform color over the pale blue-lavender flowers \$0.50

Velvet Girl—Something new. This time the petal tips are washed in deep velvety burgundy-red, with the rest of the flower deep orchid. This made a hit from its' first introduction about a year ago. The girl foliage is deeply cut, creamy marking at base of leaf extends well out into the leaf. Ready Sept. 15 \$1.25

Violet Glow—Roundish, rather quilted foliage. The flowers show a red-violet inside the cup of the petals, but near-white on the outside, thus producing an aura to each flower. Very lovely effect \$1.00

White Boy—Breathtaking white single with blue marking on half-dollar-size blooms. Heart-shaped, medium green foliage. Ready Sept. 15 \$1.00

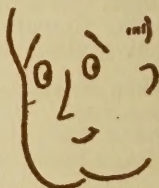
Potting Soil—This is odd looking stuff, but by George, it grows the violets like nobody's business. Moisten it and let it stand before using. Instructions tell how. Box 9x9x4 \$1.00

NNOR—Favorite insecticide \$0.50

Sodium Selenate—With instructions \$1.00

A WORD ABOUT OUR BUSINESS POLICY—

The customers we are after are the guys and gals who want an absorbing hobby that they can keep within common-sense financial bounds. We sell husky little plants, just coming into bloom, skillfully packed with inexpensive material which we buy in enormous quantities to cut the price still further.



We grow all our own plants. Our violets leave here fresh from our greenhouses. The only trip they make is from our house to your house, making it cheaper for you, the customer.

We're building a sound business on the principle of "the most for the money to the penny-wise hobbyist". The word has gotten around fast, and we've added thousands of new satisfied customers to our business family in the last few years. Your patronage and loyalty is deeply appreciated. The welcome mat is out. Come again, won't you?

Cordially,

"Russ"
